

webcast

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Is Your Hospital Prepared to Protect Revenue in an Emergency (and Beyond)?

A critical but often overlooked part of preparedness that allows
your hospital to keep delivering care.

September 14, 2010

Audio Webcast

Time 12:00PM – 1:30PM CST

Program Content

Webinar Description:

Current compliance standards (like JCAHO) require hospital emergency plans to be in place, but they rarely include specific requirements aimed at what the business office or revenue department should do in an emergency. Usually, emergency response plans focus on clinical care and logistics and leave the essential business, finance and revenue cycle functions vulnerable.

On top of this, the great majority of current hospital plans are actually not usable – responders cannot quickly find the specific, up-to-date information they need. This webinar provides a detailed explanation of how to protect revenue and business functions in an emergency, and

best practices for keeping your entire emergency response plan actionable, accessible, and current.

This webinar shows you:

- How to plan for and protect your business and financial interests so that your hospital can continue to deliver care.
- An approach for organizing actionable information your staff needs to respond effectively to an incident.
- Techniques for making the plans standardized, accessible, and easy to maintain
- A demonstration of a sample Emergency Response Plan for a Hospital Finance Staff.

Meet the Speakers

Jasper Reid is the President of Approach Group, Inc., a Boston-based management consultancy, specializing in healthcare and human services, IT operations, and revenue consulting. Mr. Reid has helped organizations such as Children's Hospital Boston, Tufts Medical Center, payors, and several public hospitals and public sector agencies of Houston, Columbus, Boston, multiple US states, Thailand and China (PRC) to improve their healthcare and human service delivery through the judicious use of technology, data, and effective problem-solving.

Shirah Cohen is President of EPSScentral LLC, a company specializing in methods and tools to capture and deploy actionable, accessible and maintainable standard operating procedures. Her firm has helped organizations such as Tyco, NJVC, SimplexGrinnell, CVS Caremark and a variety of government agencies to design and deploy agile operating procedures in areas as diverse as emergency response, financial management, human resources, procurement, compliance and safety.

Steve McHugh is the Head Project Manager for the Financial Information System project for the Ontario Medical Association. Steve is a Certified Management Accountant (CMA), a Project Management Professional (PMP), and holds degrees in Experimental Physics and Finance. Over the course of his career, he successfully managed major business transformation, process re-engineering and financial information systems projects in the healthcare sectors, government, military, and banking.

Graham Westwood is the founder and president of ProCarta Inc., a Toronto based developer of tools and methods to help organizations create and maintain their knowledge base. Their technology is deployed in hundreds of organizations around the world in healthcare, government services, energy and finance as well as by specialized organizations who use the technology to package and resell their expertise in areas such as Sarbanes Oxley compliance, Pandemic Response and OSHA compliance.

Target Audience – Hospitals, health systems, and academic medical centers.

Who Should Listen - Hospital CFOs, Business Office Managers, Directors of Revenue, and similar staff leads.

Program Registration

Program Fee: \$40.00 per site (unlimited participants)

Please register online at: <http://www.hfma.org/Site/emeetreg/main/MtgInfo.cfm?MtgCode=10REG809>

IMPORTANT - Once you have registered on-line with HFMA National for this webcast you will receive an email containing a second registration link for Gotowebinar. Please be sure that you have completed this second step of the registration process as this will be the communications used for this webcast.

If you have any questions, please call Randy Rubin at (515) 643-7860 or RRubin@mercydesmoines.org

Additional Details

Audio webcast instructions and handouts will be provided 24 hours prior to the event. Please provide a list of all site participants to Randy Rubin via fax at (515) 643-7891 or email RRubin@mercydesmoines.org following the conference for reporting education hours to National HFMA.

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